



2013 Honor Roll Press and Marketing Kit

The 2013 Press and Marketing Kit for the President's Higher Education Community Service Honor Roll provides materials to assist colleges and universities in promoting the school and its status as a member of the 2013 Honor Roll. The Kit contains the following materials:

1. **Press Release:** The press release has been distributed by CNCS. However, you may want to use some of the language or quotes in your institutions release or for other promotional purposes. The release provides information about the Honor Roll and a link to the list of schools admitted to the 2013 Honor Roll. *Provided in MS Word format for easy editing.*
2. **Program Book:** The program book highlights the Honor Roll and the community service efforts of the schools that were admitted to the 2012 Honor Roll. A complete list of Honor Roll members is included, as well as brief profiles of the Presidential Award winning schools. *Provided in .pdf format; print copies may be ordered from www.nationalservice.gov/pubs.*
3. **Honor Roll Logo:** A high resolution image of the Honor Roll logo is included for use in materials or other efforts to promote your school as a member of the Honor Roll. *Logo is provided in .jpg format; native files not available.*
4. **HR Collaborators Logos:** The Honor Roll is administered by the Corporation for National and Community Service (CNCS) in collaboration the U.S. Department of Education, the U.S. Department of Housing and Urban Development, Campus Compact, and the American Council on Education. Logos for all collaborators are provided. *Logos are provided in .jpg format; native files not available.*

5. **Web Banner:** A web banner or badge has been provided for use on your school's website to promote your school's membership on the Honor Roll. *Web banners are provided in .pdf and .ai formats and may be edited using Adobe Illustrator.*
6. **Facebook Graphics:** Facebook Graphics have been provided for use on your school's Facebook Page to promote your school's membership on the Honor Roll. *Facebook graphics are provided in .jpg and .ai formats and may be edited using Adobe Illustrator.*
7. **Exhibit Poster:** An exhibit quality poster file has been created and may be used to promote your school's membership on the Honor Roll. Use the poster at conferences or events or find a permanent location to display it. *Posters are provided in .pdf and .ai formats and may be edited using Adobe Illustrator.*
8. **Banner:** A large banner file is included and may be printed using the enclosed files. The banner is designed to be printed on vinyl with grommets for hanging. *Banners are provided in .pdf and .ai formats; and may be edited using Adobe Illustrator.*
9. **PowerPoint Presentation:** This template may be used to promote your school's membership on the Honor Roll or as part of a larger presentation about your school. It includes a title page of the Honor Roll. Tailor the template by inserting additional information about your school's service initiatives and impact in the community. *Provided in .ppt and .pdf formats; and may be edited using MS PowerPoint.*

Schools are encouraged to use all of the materials provided to promote the schools membership on the Honor Roll. More information about the Honor Roll can be found at <http://www.nationalservice.gov/honorroll>.